

1955 SEASON

COKER'S PEDIGREED TOBACCO SEED

This is a field of Coker 139, one of our two new black-shank resistant varieties. Standing in the field is Dr. C. H. Rogers, plant pathologist and head of tobacco breeding and production on the Coker farms.



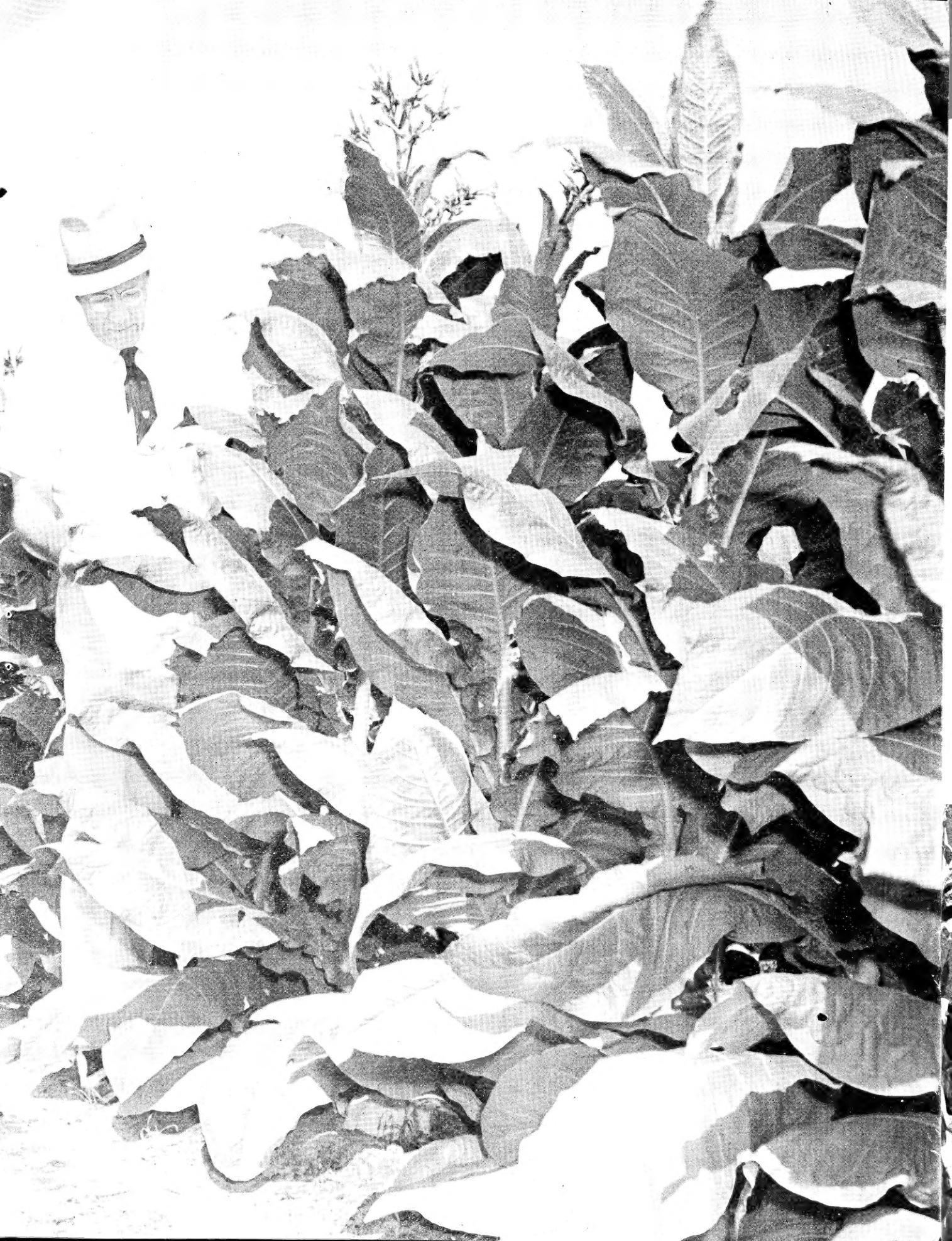
COKER'S PEDIGREED SEED COMPANY

Hartsville

COKER'S
PEDIGREED
SEED
BLOOD
WILL TELL

South Carolina

The South's Foremost Seed Breeders



TO OUR FRIENDS OF THE FLUE-CURED BELT:



ROBERT R. COKER
President

We began our breeding program for improved tobaccos in 1927 with a selection out of Jamaica Wrapper. Since then, Coker-bred varieties, such as Gold Dollar, Mammoth Gold, Golden Wilt, Golden Harvest and Golden Cure, have become familiar names among flue-cured tobacco growers in the Southeast. Our objective through the years has been to develop tobaccos with the best combination of characteristics that it is possible to breed into single varieties. This, in turn, means more net dollars per acre which is the ultimate goal of tobacco production. Our breeders have spared no expense or effort in achieving this objective.

We are this year releasing for planting in the 1954-55 season two new tobaccos, Coker 139 and Coker 140, which represent in our opinion the high water mark in our tobacco breeding program. These tobaccos offer the unusual combination of high yield and top quality tobacco with black shank resistance. They have undergone tests under severe black shank conditions in North Carolina and Virginia, and although we make no warranty either expressed or implied that they will stand up under all black shank conditions, the results of these tests have satisfied our breeders that a satisfactory level of black shank resistance has been bred into them. Because of their well-balanced characteristics and their wide adaptation, they are capable of superior performance on both diseased and disease-free soil.

These tobaccos, together with our other available Coker-bred varieties like Golden Cure, Golden Harvest, Golden Wilt, and Mammoth Gold, and our improved certified varieties offer to flue-cured growers a well-rounded selection of superior tobaccos.

Sincerely,
ROBERT R. COKER

As the demands of the tobacco grower and manufacturer become more critical, the problems of the tobacco breeder, in turn, become more diverse and acute. The occurrence and spread of diseases, and wide variations in climatic conditions during the growing season are primary factors that must be considered in developing tobaccos that will insure the farmer profitable returns. Cigarette manufacturers are giving more and more attention to chemical and physical characteristics that might contribute to a more desirable product. These and many other factors are under constant consideration in our attempt to bring to you, the tobacco grower, the kind of tobacco that will do the best for you.

To more effectively overcome some of these problems, especially those of disease resistance and general adaptability over a wide range of soil and climatic conditions, we have breeding and demonstration plots in the most severely diseased spots available in a number of locations throughout North Carolina, South Carolina, and Virginia.

From some of this work we are happy to offer, as another step in improvement, two new varieties for the 1955 crop season. These varieties, Coker 139 and Coker 140 were bred primarily for black shank resistance, high yield, and good quality. These varieties were bred on soil heavily infested with black shank and have shown comparatively good resistance at all locations tested. We trust that they will provide some measure of increased returns to those of you who grow them.

Sincerely,
C. H. ROGERS, In charge of
Tobacco Breeding and Production



C. HOYT ROGERS, Ph.D.
Plant Pathologist

OPPOSITE PAGE—A seed field of Coker 140 on our Hartsville farms. Coker 140 is a broadleaf type that produces a very high quality tobacco. It has moderate resistance to black shank and to both fusarium and Granville wilts. Shown in this field is Robert R. Coker, President of our company.

BELOW—South Carolina visitors inspecting a field of Coker 139 on one of our Hartsville farms. Both Coker 139 and Coker 140 were the object of widespread interest following announcement of these varieties early in July of this year. Thousands of tobacco growers visited our farms here and test plots in North Carolina and Virginia during the summer to see these tobaccos in the field and curing barns.



COKER 139

A New High Yielding Top Quality Black Shank Resistant Tobacco
That Cures Easily and Produces Good Cigarette Tobacco
With Desirable Manufacturing Characteristics

DISEASE RESISTANCE

Coker 139, one of two new tobaccos, will be released this year for the 1955 growing season. It is a hybrid involving Golden Cure, Golden Wilt, Dixie Bright 101 and Oxford 1-181, and incorporates the best qualities of each of these outstanding varieties. The Golden Cure and Golden Wilt parents are two more recent varieties developed by Coker's Pedigreed Seed Company, while Dixie Bright 101 and Oxford 1-181 are black shank resistant lines developed by the North Carolina and South Carolina Experiment Stations, respectively, cooperating with the United States Department of Agriculture. Coker 139 is a compact type producing around 30 leaves on a four and one-half to five foot high plant. Leaves are broad, like Golden Cure, and do not break easily in the field or during harvesting and stringing.

DISEASE RESISTANCE

Coker 139 was bred on the most severely diseased soil available and has shown very high resistance to the black shank disease in tests located in North Carolina and Virginia on black shank infested soil. The black shank resistance is higher than that of any variety that we have tested thus far. In most of these locations the root knot nematode was also present. Indications are that this tobacco has some tolerance to nematodes which may in turn contribute some toward the high black shank resistance. It also has fairly high resistance to the Granville wilt disease. We have lost little or no plants in our Granville wilt nursery located in Durham County, North Carolina. This nursery is also heavily infested with the root knot nematode. Comparatively high resistance to leaf spots, even in late season, is characteristic of Coker 139.

YIELD AND QUALITY

Coker 139 has given unusually high yields on both diseased soil and disease free soil. It is rather late blooming and compared to other standard varieties has a com-

paratively low sucker index, that is, it usually produces fewer suckers than other varieties that we have grown or tested.

The cured leaf has a comparatively low nicotine content, about like Golden Cure, and an average amount of sugar and other constituents which contribute to good smoking qualities. Sales have been good on the warehouse floors.

EASE OF CURING

This tobacco cures easier than any other tobacco that we have ever bred or tested. Golden Cure has always been easy to handle in this respect, but the Coker 139 cures even easier over a wide range of growing and handling conditions. It can be harvested either a little green or overripe, and still come out of the curing barn a good lemon color. Like any other tobacco, however, it should be cropped when ripe, but there are no particular details involved in handling.

CHARACTERISTICS

Disease Resistance: High resistance to black shank, moderate resistance to wilt.

Curing: Easy to cure like Golden Cure parent.

Leaf: Compact type. Leaves closely spaced on the stalk, averaging 2 inches or less apart. Should produce around 30 leaves on 4½ to 5 foot high plant. Leaves not brittle. Does not break up in handling the green leaf.

Stalk: Stem medium large contributing to good storm resistance and good feeding habits.

Bloom: Medium to late blooming and record indicates does not button or bloom prematurely under adverse weather conditions.

Yield: High yields, leading our tests.

Quality: Good quality acceptable to manufacturers for cigarette production. Moderately low nicotine content.

Adaptability: Adaptable to wide range of soil and climatic conditions. Produces exceptionally well on either diseased soil or disease-free soil.

Price: \$5.00 per ounce postpaid.

*Registered U. S. Patent office.

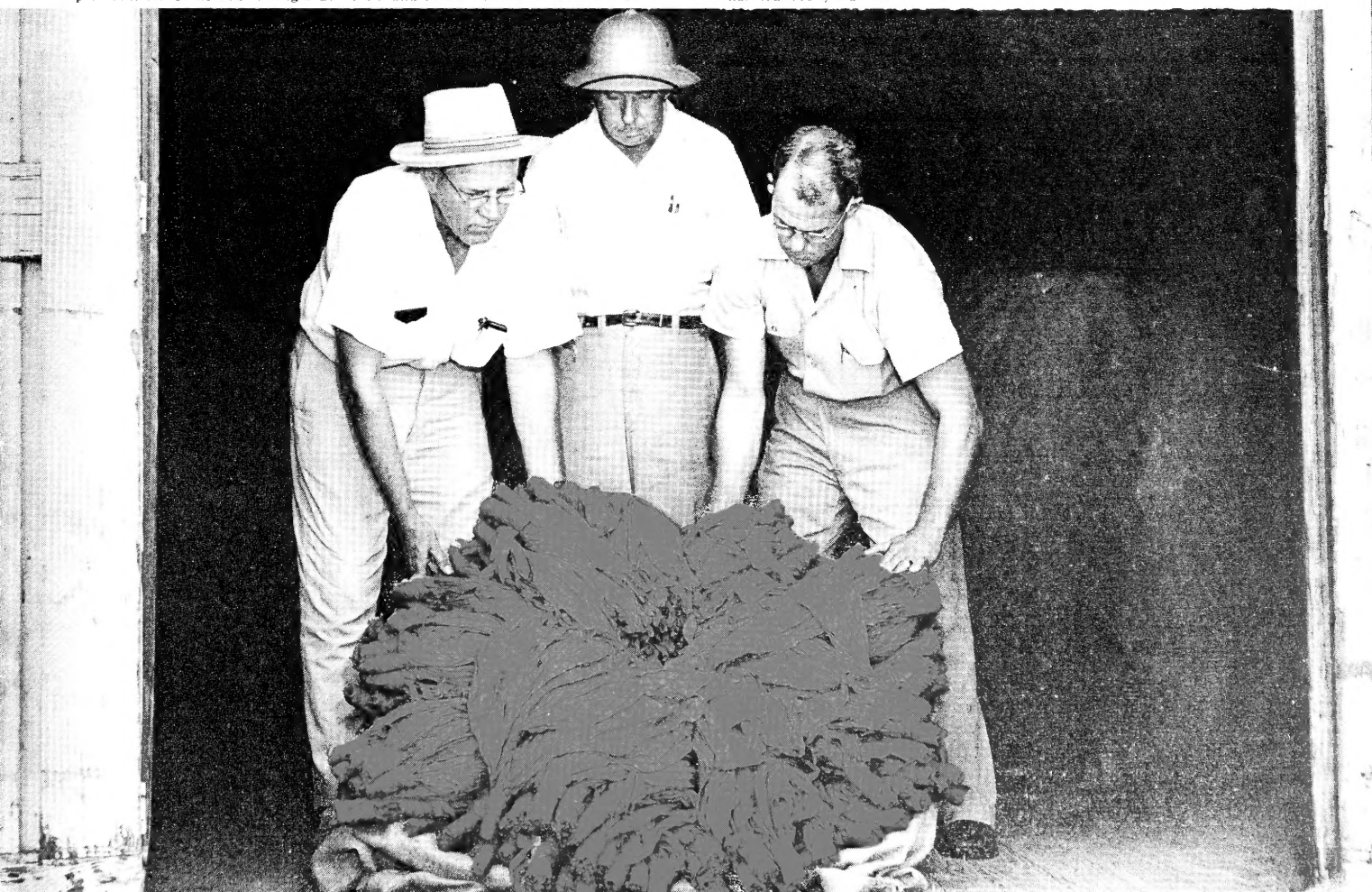
IMPORTANT NOTE

Although Coker 139 was bred on soils severely infested with black shank and has shown high resistance on such soils in all locations tested we cannot guarantee performance since it is possible that new strains of disease or combination of conditions might occur so as to affect tolerance or resistance.



ABOVE—J. Wallace Talbert, Coker sales manager, examines typical plants of Coker 139 in a seed field on our Hartsville farms. Note the compact plant type and big broad leaves of this new variety. The number of leaves per stalk on Coker 139 averages 25 to 30 and sometimes runs well above 30.

BELOW—This is cured and graded Coker 139 ready for market. Coker 139 cures easily to a rich lemon color. Sales of this new variety have been very satisfactory, ranging in price up to 72 cents. For two years this variety has led our yield tests.



COKER 140[®]

An Extra High Quality Shank Resistant Tobacco with Low
Nicotine Content . . . Easy to Cure . . . Non-brittle
. . . Recommended for All Flue-Cured Belts

The Coker 140 variety is a sister line of Coker 139, developed from the same cross involving the same parents. It is also a new tobacco being released this year for the 1955 growing season. This variety grows taller than Coker 139 having a growth and leaf habit about like a combination of Golden Cure and Golden Harvest. It is recommended for all flue-cured belts.

DISEASE RESISTANCE

Coker 140 does not have as high black shank resistance as 139 but does have higher resistance than other resistant varieties more commonly grown today. It has fair tolerance to Granville wilt. Tests in all our black shank infested locations have been satisfactory in that comparatively few plants have been killed. Freedom from leaf spot injury throughout the growing season has been very good.

YIELD AND QUALITY

In our tests Coker 140 has produced well, giving high yields of top quality leaf. One of the outstanding characteristics of this tobacco is its superior quality leaf. It has shown a nicotine content of less than one per cent and considerably below that of generally accepted flue-cured varieties. The leaf cures to a deep rich lemon color and has good manufacturing qualities.

EASE OF CURING

Like Coker 139 the Coker 140 has good tolerance in handling and curing. The green leaf withstands handling

without excessive breaking and usually comes out of the curing barn with uniform color even though some leaves may be a little green or a little over ripe when harvested. This tobacco can be grown over a wide range of soil types and readily cured to a rich color and quality. It is adapted to both diseased and disease-free soil. Growers in the lower Piedmont and in the old Belt of North Carolina and Virginia, will find it adapted to their clayey type soil. It is also well adapted to the sandy type soil of the Coastal Plains.

CHARACTERISTICS

Disease Resistance: Moderate resistance to black shank and some tolerance to wilts, but having more black shank resistance than resistant varieties commonly grown.

Leaf: Broadleaf type.

Leaves not brittle. Does not break easily in harvesting and handling.

Stalk: Somewhat taller growing and slightly wider leaf spacing than Coker 139. Strong root system.

Growth: Grows about like Golden Harvest or Golden Cure with about same leaf spacing as Golden Cure.

Quality: Produces very high quality leaf, very desirable cigarette manufacturing quality. Exceptionally low nicotine content.

Yield: High yields.

Curing: Cures easily to rich lemon color.

Adaptability: Adaptable to wide range of growing conditions.

Price: \$5.00 per ounce.

*Registered U. S. Patent office.

IMPORTANT NOTE

Although Coker 140 was bred on soils severely infested with black shank and has shown high resistance on such soils in all locations tested we cannot guarantee performance since it is possible that new strains of disease or combination of conditions might occur so as to affect tolerance or resistance.



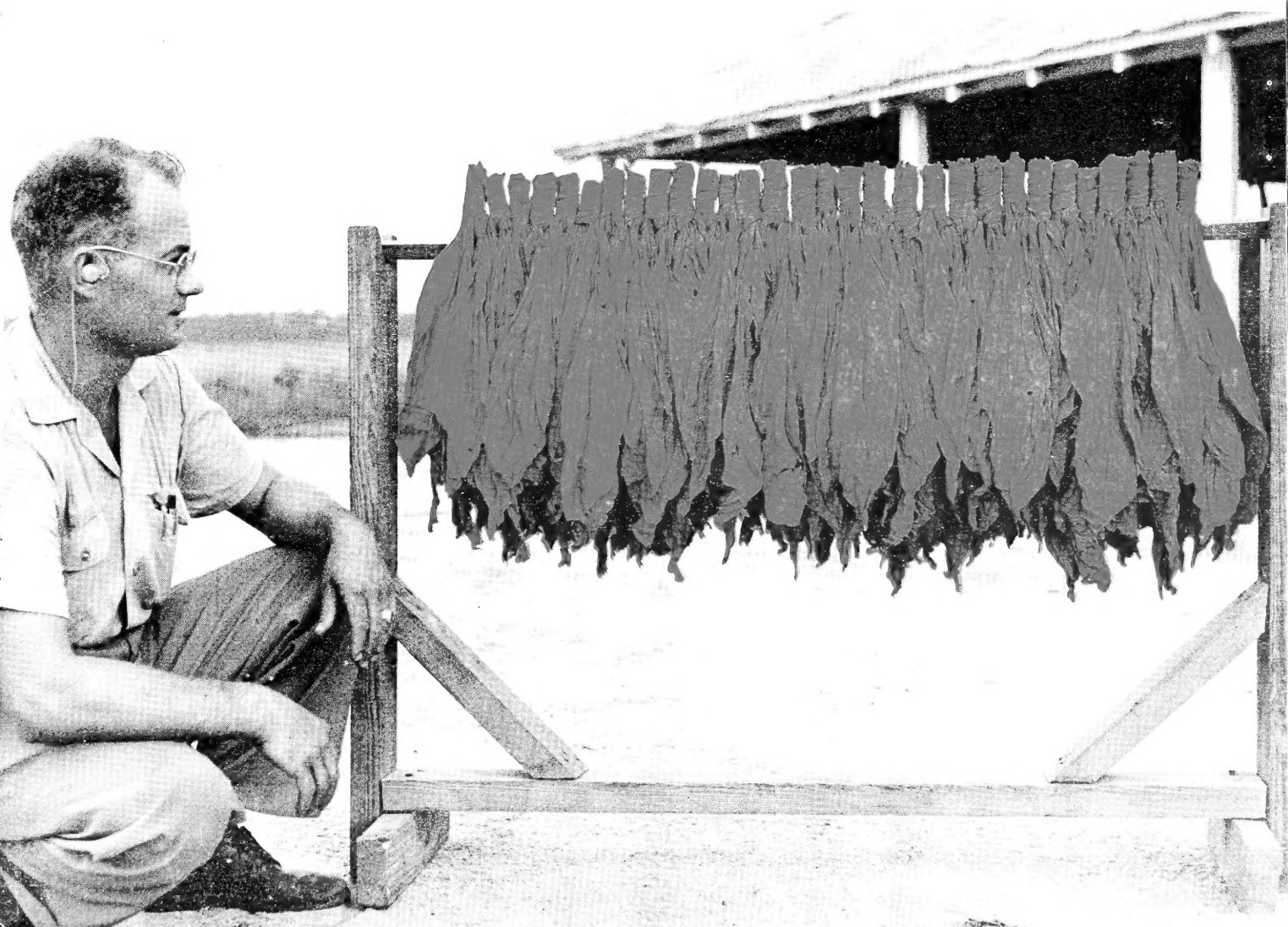
COKER 53-140

NEW BLACK SHANK
RESISTANT
HYBRID



ABOVE—In the pictures above, Robert R. Coker, left, and Richard Rogers, right, are shown in a seed field of Coker 140 on our Hartsville farms. This new variety is widely adapted to perform well on both diseased and disease-free soil.

BELOW—Edward P. Spivey, assistant tobacco breeder, takes a look at cured Coker 140. This is an easy tobacco to cure. It is an exceptionally high quality tobacco with low nicotine content. Cigarette analysis tests conducted by tobacco manufacturers show it very desirable for cigarette production.



BREEDING FOR BLACK

In breeding and testing for black shank resistance, our breeders selected s
tures on these pages show Coker 139 and Coker 140, our two new tobaccos, i



This is the Columbus County, North Carolina, nursery where Coker 139 and Coker 140 were bred. The center row is planted to Golden Harvest, a black shank susceptible variety. Note how this variety has succumbed to black shank while the two new tobaccos on either side are standing well. Seed from bagged heads will be used for increase planting and further experimental study.



Along the center row shown in the picture opposite, Golden Harvest was used as a check between Coker 139, right, and Coker 140, left. Note how the plants in this check row have been completely destroyed by black shank and the bed packed by the several thousand persons who visited this plot during the summer of 1954 to see these tobaccos. Shown in this picture is Mr. Pete Byrd of Bailey, N. C., on whose place this plot was located.

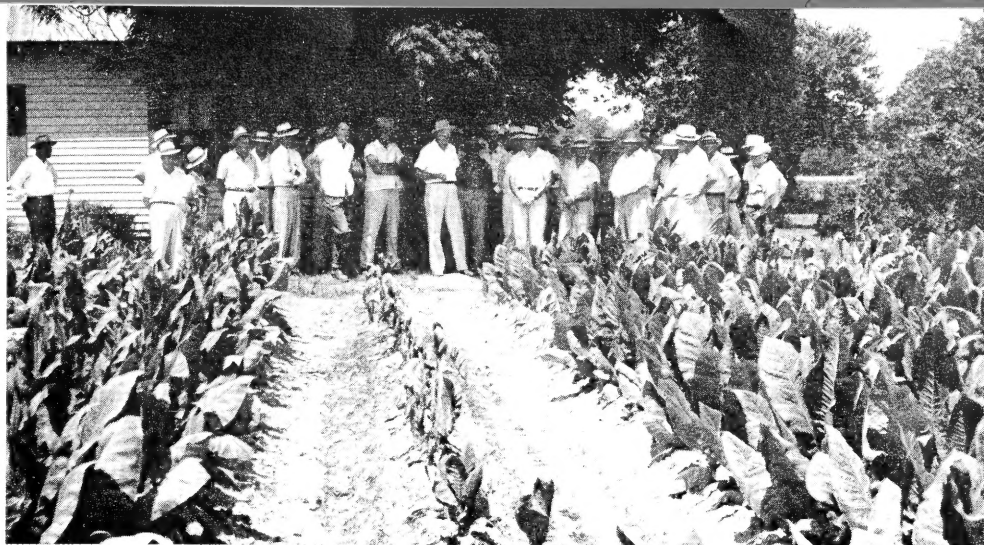


Black shank has destroyed the center check row of Golden Harvest in this Halifax County, Virginia, demonstration plot. In this picture, Coker 139 is on the left and Coker 140 on the right. The men in the picture are, left to right, Edwin Allen, farmer and government tobacco grader; H. Monroe Glass, president of J. E. Boyd Tobacco Company; Vern B. Brown, manager of Cooperative Supply Co., Coker dealers in South Hill, Va.; and Carter Glass, vice president of J. E. Boyd Tobacco Co. All are from South Hill.

BLACK SHANK RESISTANCE

Some of the worst infested black shank soil in North Carolina and Virginia. Picture shows six of these North Carolina and Virginia black shank plots.

Early July and very dry weather view of Coker 139 and Coker 140 planted in demonstration plot on E. L. Gupton farm in Franklin County, North Carolina. This picture shows the center check row of a black shank susceptible variety being destroyed by this disease. As in the other North Carolina and Virginia locations, Coker 139 and Coker 140 showed strong resistance. In the background are North Carolina tobacco farmers listening to a discussion of these new varieties led by members of the Coker staff.



This demonstration was grown on the Eagles farm near Wilson, N. C. The soil in this plot was heavily infested with black shank, it being one of three locations in Wilson County where demonstration plantings of these two varieties were planted in 1954. Here Coker 139 and Coker 140 are shown standing up while the center row of Golden Harvest has gone down.



This is one of two Columbus County, North Carolina, black shank plots where Coker 139 and Coker 140 were grown in 1954. This field is severely infested with black shank. When Dr. Hoyt Rogers, left, and Robert R. Coker, right, visited this plot in July, as shown opposite, they found Coker 139 and Coker 140 as pictured. Both came through the entire season well in spite of the black shank conditions. These two new tobaccos were bred in Columbus County on black shank soil.



Coker's Pedigreed

GOLDEN CURE '54

A Pedigreed Variety of Wide Adaptability . . . Combining Ease of Curing, Desirable Leaf Spacing, and Ability to Produce High Yields of Top Quality Tobacco on a Wide Variety of Soil Types

Golden Cure, developed by Coker's Pedigreed Seed Company and released three years ago, has been outstanding in its performance across the entire bright tobacco area. Unsolicited reports indicate that growers have been high in their praise regarding the high yields, ease of curing, and total dollar returns per acre.

This tobacco was developed from a cross of Ducane, an old flue-cured variety grown in Canada and the Old Belt of North Carolina, and a USDA introduction from South America called T. I. 706. Selected plants were back-crossed twice to the Ducane parent to improve quality and yield. Plants resulting from these series of crosses have been reselected and inbred on heavily infested nematode soil, both in the field and greenhouse, for eight generations. The 706 carries some resistance to root infesting nematodes. Golden Cure, therefore, has some resistance to these parasites causing root knot and other troubles.

EASE OF CURING—TOP QUALITY LEAF

The outstanding features of this tobacco are: ease of curing to a rich lemon color, high yield, and top quality cigarette leaf. Golden Cure has been at or near the top in our yield trials for the last six years.

Leaves are medium broad, averaging around 22 inches in length after curing, and are a little over half as wide as long. They are spaced medium close on the stalk or about $2\frac{1}{4}$ inches apart, and this spacing is rather uniform from bottom to top. Plants will produce an average of around 24 leaves per stalk. Leaf growth habits of this variety will permit spacing of plants about two inches closer together in the row and the rows about six inches closer than with other broad-leaf varieties.

BELOW—This fine 1954 crop of Golden Cure was grown by H. B. Weaver, Coker dealer of Hahira, Ga. Mr. Weaver, shown in the picture, produced 2,336 pounds per acre from which he netted, after charges, \$1,203.50 per acre.

WIDELY ADAPTED—UNIFORM RIPENING

Golden Cure has a good root system, providing maximum storm resistance and feeding ability. It will ripen and cure better on tobacco soils of the heavier or stiffer type than other broad-leaf varieties. It has rather high resistance to leaf spotting diseases usually encountered in wet weather or in late season. On average soils, about 1,200 pounds of 3-9-9 fertilizer produces the maximum in yield and quality.

DESCRIPTION

Weight—Extra high yield of top quality tobacco.

Curing—All primings very easy to cure to a rich lemon color.

Leaf—Medium broad leaf averaging 20 to 22 inches long and 10 to 12 inches wide. Spaced medium close on the stalk, this spacing being uniform from bottom to top of stalk.

Stalk—Medium sized stalk with good root system giving high storm resistance.

Texture—Very good medium type.

Disease Resistance—Moderate resistance to nematode and shank; high resistance to leaf spot; not resistant to black shank.

Uniformity—Very uniform in growth habits.

Adaptability—Grows well on all soil types throughout the flue-cured belt and better than most broad leaf varieties on the heavier type soils.

PRICE: \$3.00 per ounce, postpaid.



Growers Pleased With Golden Cure

PRAISES GOLDEN CURE

"I have found Golden Cure tobacco to be one of the very best varieties for curing, weight and money return. This year, 1954, I planted 6.6 acres of this tobacco and produced 2,160 pounds per acre. It sold for a very satisfactory \$1362 per acre. It is an easy curing tobacco that grows well, handles well and sells well."

O. E. Futch
Nashville, Ga.

PLANTS GOLDEN CURE

"I planted Coker's Golden Cure this year and made one of the finest crops of tobacco for the weather conditions we had in this vicinity that I have ever made. Despite the hot dry weather I made 1700 pounds per acre, which was exceptionally good for this county. Golden Cure has the best root system and will start growing off quicker and stand up against hot, dry weather better than any variety that I have ever planted. It will be Golden Cure for me again in 1955."

W. A. Hardee
Whiteville, N. C., Route 3

EASY TO HANDLE

"I have planted Golden Cure ever since it was first released. It's the easiest tobacco to handle I've ever grown. I like its growing habits and curing qualities and have found it to be an outstanding yielder."

B. M. ROBERTS
Pee Dee Farms
Galivants Ferry, S. C.

LIKES GOLDEN CURE

"My experience with Golden Cure has been very satisfactory. In spite of very dry weather this year Golden Cure did well. In previous years when we had more rain, we found Golden Cure an outstanding producer and good seller. We'll plant this variety again next year."

W. B. Gillespie
Effingham, S. C.

HIGH PRODUCER

"We didn't have much rain in Georgia this year but my Golden Cure tobacco exceeded 2,000 pounds and more than \$1,200 per acre. I find Golden Cure a high producing, easy curing, good cigarette type tobacco that the buyers like."

H. B. Weaver
Hahira, Ga.

EXCELLENT CURING TOBACCO

"Golden Cure is the easiest tobacco to cure that has ever been grown on my farm. Considering the drought this year, I was pleased with the way it produced and sold. We made 1,510 pounds per acre which sold for a per acre average of \$927."

S. F. Horton
Loris, S. C.



RIGHT—Dr. J. Winston Neely, director of plant breeding and agricultural research on the Coker Farms, examining some of the fine leaf and growth characteristics of Golden Cure. This picture was taken on our Seed Farms in Hartsville, S. C.

Coker's Pedigreed

GOLDEN HARVEST '54

A High Producer of Quality Cigarette Tobacco . . . Cures Easily
. . . Medium Large Stalk . . . Very Uniform in all
Growth Characteristics

Coker's Golden Harvest was offered to the growers in the flue-cured belt for the first time in 1948 and since then has established itself as a top money maker from Florida to Virginia. Each season since the release of this variety, we have received many outstanding reports from growers over the entire belt. The years spent by our tobacco breeders in developing Golden Harvest are paying big dividends to our customers each year.

RESELECTED ON NEMATODE INFESTED SOIL

Our Golden Harvest '54 is from a selection out of a cross between Gold Dollar and 400. Fourteen generations of inbreeding and reselecting on root knot and nematode infested soils has given this variety a measure of resistance to these diseases. Golden Harvest '54 also has fair tolerance to such soil borne diseases as soreshin and some leaf spots.

EXCELLENT QUALITY AND HIGH YIELDS PER ACRE

This variety has long, broad leaves spaced medium close on the stalk. It cures easily to a golden lemon color with the body of the Gold Dollar parent combined with the best qualities of the 400 line. Its vigor and nematode resistance allow full and normal development of the leaf, uniform ripening, and systematic harvesting. Golden Harvest '54 will stand in the field longer without burning than most other standard varieties. The leaves grow with a yellowish cast and should always be allowed to ripen fully before cropping. The average yield for this variety since its release has been higher than that of either of the parents and its performance under farm conditions has been consistently good throughout the belt.

WIDELY ADAPTED

Golden Harvest '54 plants are slightly taller than Gold Dollar, averaging from 20 to 22 leaves per plant. The top leaves are better than average in size. It has a high degree of storm resistance and plantings from Florida to Virginia have shown that it is adapted to the entire flue-cured belt.

DESCRIPTION

Weight—A high producer of quality cigarette tobacco.

Curing—Cures easily about like its Gold Dollar parent.

Leaf—A large, broad leaf from 18 to 22 inches in length and 10 to 12 inches in width.

Stalk—A medium large stalk that is stiff and storm resistant.

Texture—The leaf is of medium texture with average size ribs.

Disease Resistance—Relatively high resistance to root knot and meadow nematode. Some tolerance to soreshin and leaf spot.

Uniformity—Golden Harvest '54 is very uniform in all growth characteristics.

PRICE: \$3.00 per ounce, postpaid.



J. G. Gaines, tobacco pathologist for the Georgia Coastal Experiment Station of Tifton, Ga., examines a 1954 crop of Golden Harvest on the farm of Julian Paulk near Alapha, Ga. This was an irrigated field.

NOTES OF IMPORTANCE

1. Golden Harvest '54 does not have any resistance to black shank and should never be planted on soils which are infested with this disease. If you have a disease problem on your farm, we recommend that you consult your local county agricultural agent and be sure what your trouble is before planting your beds.

2. Golden Harvest was bred to stand in the field longer without burning than most other varieties. This is a most desirable quality, especially for those farmers who are limited in barn room and for all growers during a period of extremely hot, dry weather. We wish to caution growers, however, that this variety grows with a yellowish cast and care should be taken to be sure that leaves are fully ripened before cropping. The leaves are ripe when they break clean from the plant and the green fades from the veins.

3. This variety possesses a good feeding root system and has been reselected on soils heavily infested with nematodes. On good medium tobacco soil it is recommended that fertilizer of a standard analysis be applied in moderate quantities. We have found that under such conditions this variety will produce a higher yield of good quality cigarette tobacco. Although high fertilization may be practiced, the grower will find that it is not susceptible to leaf spotting such as will be experienced with some varieties.

GOLDEN WILT '54

(Resistant to Granville and Fusarium Wilts)

Coker's Golden Wilt is resistant to Granville wilt and has also shown good resistance to Fusarium wilt which is spreading rather rapidly, especially throughout the border belt in both Carolinas. In addition to resistance to these diseases, it also carries some factors for mosaic resistance and comparatively high nematode resistance. The leaf cures to a rich lemon color, is of good crepe-like texture, medium bodied, and is a desirable cigarette type. In our variety tests for the past five years, this tobacco has been one of the top producers in pounds and dollars per acre.

DESCRIPTION

Weight—Golden Wilt has been one of the top producers on both diseased and non-diseased soils.

Curing—The ripe leaf cures to a rich lemon of excellent quality and texture.

Stalk—Medium in size with good storm resistance.

Leaf—A comparatively broad leaf with a rather blunt tip, puckered between veins, smoothing out somewhat at time of ripening. Chemical analyses made by leading cigarette companies have shown this tobacco to be desirable cigarette type.

Disease Resistance—High resistance to Granville and Fusarium wilts. High tolerance to nematodes. (See note 2 below.)
GOLDEN WILT IS NOT RESISTANT TO BLACK SHANK.

Adaptability—Adapted to all soil types throughout the tobacco belt with the exception of extremely heavy types.

PRICE: \$3.00 per ounce, postpaid.

NOTES OF IMPORTANCE

1. Care should be exercised not to over fertilize this variety. On heavier soils excessive rates of fertilization tend to cause this variety to grow too large and produce a lower quality tobacco than it normally should. The leaves should always be primed when they have a yellow or ripened appearance in the field. In curing this variety we find that it ordinarily takes from 12 to 18 hours less than other varieties. Golden Wilt colors rapidly and we find that it is not necessary to run at the coloring temperature as long as is normal with other tobaccos. In planting this variety we recommend that your acreage be large enough so that you can cure it separately from the rest of your crop if you are growing other tobaccos. Golden Wilt does not cure well with most of the standard types as it colors very rapidly and cures more quickly than average.

2. Although this variety was bred and grown on Granville and Fusarium wilt infested soils and has proved to have high resistance under all growing conditions experienced thus far, it is possible that variations might occur in these disease producing organisms which would possibly result in an infection causing some plants to die. Climatic and soil conditions, including the presence of parasitic nematodes, often tend to aggravate these diseases and are sometimes responsible for this trouble. It is known that new races or strains of disease organisms develop from time to time, and it is possible that a new strain may occur without our knowledge.

3. Golden Wilt is NOT resistant to black shank.



Golden Wilt is a favorite of O. V. Cox, left, of Horry County, South Carolina, shown here in a section of his 1954 crop with S. F. Horton, member of the firm of Lewis-Horton Supply Company, Coker dealers of Loris, S. C. Mr. Cox also plants Golden Harvest.

Coker's Pedigreed

Mammoth Gold '54

Coker's Mammoth Gold originated from a selection out of a cross of Gold Dollar and Yellow Mammoth. It combines the best features of each of its parents, giving the grower high yields, good quality, and wide adaptability.

Mammoth Gold is one of the most outstanding of the medium leaf varieties as shown by its wide acceptance by growers throughout the flue-cured belt. This year's Mammoth Gold is an early maturing variety with unusual vitality. The eighteen years that have gone into the inbreeding and selecting have intensified the good qualities that this tobacco has long been known to possess. The seed we are offering our customers this season is the nearest approach we have been able to make in this variety towards our goal of an ideal cigarette tobacco.

DESCRIPTION

Weight—Among the best of the medium leaf tobacco varieties.
Curing—One of the easiest to cure of all the pedigreed varieties.

Holds its color well and cures out to a rich lemon color.

Leaf—A medium sized leaf rounding out to a good tip.
Stalk—The stalk is medium to tall with well-spaced leaves.

Texture—Medium to smooth texture with average ribs.

Season—Matures about a week earlier than most varieties.

PRICE: \$2.00 per ounce, postpaid.

COKER CERTIFIED VARIETIES

Certified

DIXIE BRIGHT 101

(Resistant to Black Shank)

This variety has moderate resistance to Granville wilt. It was bred and introduced by the North Carolina Agricultural Experiment Station, and is recommended by this Station for planting where a rotation is being followed to help reduce severity of black shank, or where a combination of mild black shank and high Granville wilt resistance is needed. Dixie Bright 101 grows tall with leaves spaced medium wide on the stalk. The leaves grow with a yellowish cast and care should be taken to see that they are fully ripe before harvesting. It should be spaced 18 to 20 inches in the drill rows about four feet apart for best yield. It appears that Dixie Bright 101 is adapted to a wide range of soil types in the new, middle, and old belts of North Carolina.

PRICE: \$2.00 per ounce, postpaid.

Certified

OXFORD 1-181

(Resistant to Black Shank)

This variety is from a selection out of Oxford 1 made by Mr. J. F. Bullock, Agronomist of the Bureau of Plant Industry, USDA, located at the Pee Dee Experiment Station, Florence, South Carolina. The 181 selection shows black shank resistance comparable to the Oxford 1. On soil moderately infested with root knot it makes a noticeably better growth than does the parent line. The plant type is very similar to that of such medium broad leaf varieties as Virginia Bright Leaf and Hicks. The leaf, if allowed to fully mature before harvesting, will be bright, silky, and of medium body when cured. Our tests have shown yields from this variety to compare favorably with other medium broad leaf tobaccos, and higher than most other black shank resistant varieties.

This tobacco has shown relatively high resistance to black shank but moderate to heavy losses may occur where this disease is particularly severe, especially if unfavorable soil and climatic conditions exist. Root knot and meadow nematode lesions offer an avenue for entrance of the black shank organism and losses are usually greater where these two diseases are present. A good rotation is very important in the production of flue-cured tobacco and is essential for best results where you have a disease problem. We urge all growers to observe this practice. We recommend planting this variety 18 to 22 inches in the drill and topping high for best results.

PRICE: \$2.00 per ounce, postpaid.

Certified

402

This variety was bred by the North Carolina Tobacco Experiment Station at Oxford, North Carolina. It is a selection from a cross of Jamaica Wrapper and 400. Our 402 seed were produced on our farms from planting stock which we originally secured from the North Carolina Tobacco Experiment Station. 402 possesses the vigor and size of the 400 parent. The leaf is of the Jamaica type, but much broader and when cured is relatively thin and predominantly luggy. The leaves are spaced medium distance on the stalk and grow with a yellowish cast which should be taken into consideration with harvesting.

PRICE: \$2.00 per ounce, postpaid.

Certified

BROADLEAF HICKS

Coker's Broadleaf Hicks is a selection made by our breeders out of the standard broadleaf variety. We have found this selection to be superior in quality and yield to the standard line.

The long, medium broad leaves cure to a bright lemon color. This variety has grown in popularity in certain parts of the North and South Carolina flue-cured areas, and our work with this tobacco has been directed towards giving these growers the best selection possible in this variety.

Coker's Broadleaf Hicks is uniform in all growth characteristics, has a medium size, stiff stalk, and is adapted to practically all soil types throughout the flue-cured belt.

PRICE: \$2.00 per ounce, postpaid.

Certified

VIRGINIA GOLD

Virginia Gold was developed at the Virginia Agricultural Experiment Station, Chatham, Virginia. It is from a cross of Yellow Special and Cash. This variety grows medium tall, has broad leaves of good length that are spaced medium close on a large stalk. One of its outstanding qualities is its vigor and ability to grow off quickly after transplanting into the fields. Since the release of this variety our yield tests have shown it to be one of the top producers of good quality cigarette leaf. It is adapted to a wide range of soil conditions and cures to a rich lemon or orange color when allowed to fully ripen.

PRICE: \$2.00 per ounce, postpaid.

TERMS AND CONDITIONS

RED HEART TRADE MARK ON ALL PACKAGES OF GENUINE COKER'S PEDIGREED TOBACCO SEED

Our own pedigreed varieties of Coker's pedigreed tobacco seed are packed in attractive, one ounce metal containers bearing our registered Red Heart Trade Mark, and the words "COKER'S PEDIGREED TOBACCO SEED." Each container is sealed before leaving our plant and should not be accepted by customer if seal is broken. Protect yourself by insisting upon having only seed bearing our registered Trade Mark and official seal.

OUR RESPONSIBILITY

Our tobacco seed are carefully tested for germination and purity before shipment. Every ounce container is sealed with label on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are

many reasons for imperfect germination of planted seeds other than their vitality.

In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed. Our liability is limited to purchase price of seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL grown, processed, tested and stored under our personal supervision and control.

BELOW—In this 1954 field of 6.6 acres of Golden Cure near Nashville, Ga., Mr. O. E. Futch, shown, left, with Mrs. Futch, produced 2,160 pounds per acre which sold for \$1,362.00 per acre. Mr. Futch is high in his praise of Golden Cure as to curing, tonnage and money return. Shown also in this picture is Mr. Ralph Watson of Nashville, Ga., Coker dealer.



COKER'S SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

HARTSVILLE, SOUTH CAROLINA

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LISTING NEW BLACK SHANK
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